



WKMG

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates 10/22/12-10/28/12

Contract / Revision 262613 /
Original Date / Revision 10/19/12 10/22/12
Advertiser POL/V Demings/D/CON/FL

Agency Adelstein Liston

Buying Contact

222 W. Ontario Street Suite 600
Chicago, IL 60610

Product DEMINGS/CGRS #3413

Agency Com 15%

Billing Contact

222 W. Ontario Street Suite 600
Chicago, IL 60610

Sales Office CHG

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 3413

Alt Order # 06386190

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Harley & Abbey Beck/Driscoll

Account Executive	Order%	Start Date	End Date
Harley & Abbey Beck/Dri	100%		

Order Share 100% Market Value 36700

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$31,195.00	\$36,700.00	0.00	10/01/12	10/28/12	21	\$31,195.00	\$36,700.00
Totals	21	\$31,195.00	\$36,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/22/12	10/26/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$450.00		0.00			
E 2	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2-					2	\$350.00		0.00			
E 3	WKMG	10/28/12	10/28/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----2	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2					2	\$200.00		0.00			
E 4	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$1,800.00			0.00		
E 5	WKMG	10/22/12	10/26/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--			5			\$900.00			0.00		
E 6	WKMG	10/22/12	10/28/12	M-SU 11p News M-SU 11p News	CM	11-1135p	MTWTFSS	:30	5	\$1,700.00	P-2	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTFSS			5			\$1,700.00			0.00		
E 7	WKMG	10/27/12	10/27/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-			1			\$450.00			0.00		
E 8	WKMG	10/28/12	10/28/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$450.00			0.00		
N 9	WKMG	10/28/12	10/28/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
N 10	WKMG	10/27/12	10/27/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----S-	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
Totals														21	\$36,700.00